

Message Text

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PAGE 01 WELLIN 00766 01 OF 02 150409Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 USIA-15 /036 W
-----019344 150420Z /70

R 150333Z FEB 78
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 4936
INFO USDOC WASHDC
AMEMBASSY TOKYO
AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND

UNCLAS SECTION 01 OF 02 WELLINGTON 00766

E.O.11652:N/A
TAGS: BEXP, ETRD, NZ
SUBJECT: STATUS OF COMMERCIAL ACTION PROGRAM FOR NEW
ZEALAND - FY 78

REF: 77 WELLINGTON 1058 (NOTAL)

TOKYO FOR USTS

1. THIS IS A JOINT MESSAGE REPRESENTING THE THOUGHTS OF
AMEMBASSY WELLINGTON AND AMCONSUL AUCKLAND.
2. 77 WELLINGTON 1058 TRANSMITTED THE COMMERCIAL ACTION
PROGRAM FOR NEW ZEALAND FOR FY 1978. SEVERAL DEVELOPMENTS
HAVE TAKEN PLACE SINCE THAT MESSAGE WAS SUBMITTED WHICH
MERIT ITS BEING UPDATED AT THIS TIME.
3. RE PARA 3 REFTEL, WELLINGTON 00565 RECENTLY REPORTED
THAT NEW ZEALAND'S IMPORT DEPOSIT SCHEME WAS ABOLISHED
WITH EFFECT FROM FEBRUARY 3, 1978. WHERE IMPORT LICENSING
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PAGE 02 WELLIN 00766 01 OF 02 150409Z

MAY BE A PROBLEM TO PROSPECTIVE U.S. EXPORTERS TO NEW
ZEALAND, IT SHOULD BE NOTED THAT LICENSING ARRANGEMENTS

OR JOINT VENTURES CAN OFTEN PROVIDE A VIABLE ALTERNATIVE
MEANS OF ENTERING THE NEW ZEALAND MARKET.

4. RE PARA 4 REFTEL, WE ARE PLEASED TO HAVE

HAD BASIC RESEARCH IN COMPUTERS, BUSINESS EQUIPMENT AND HEALTH CARE EQUIPMENT PERFORMED BY RMRO ROGER TURNER AT THE END OF 1977. DURING THE REMAINDER OF FY 78, WE HOPE TO CONTRIBUTE LOCALLY-PREPARED MARKET BRIEFS ON THE NEW ZEALAND MARKETS FOR EQUIPMENT FOR THE FORESTRY AND TIMBER INDUSTRIES, EQUIPMENT FOR THE FISHING AND FISH-PROCESSING INDUSTRIES, AND TELECOMMUNICATIONS EQUIPMENT.

5. RE PARA 5 REFTTEL, THE IN-STORE PROMOTION AT UNITED STORES HAS BEEN CANCELLED DUE TO THE DEPRESSED ECONOMIC SITUATION AND THE SHARP DECLINE IN RETAIL SALES.

6. RE PARA 6 REFTTEL, AM-TECH '78 HAS BEEN SCHEDULED FOR JULY 24-28 IN WELLINGTON, AND PREPARATIONS LOCALLY ARE MOVING ALONG AT A RAPID PACE. WASHINGTON RECRUITMENT HAS BEGUN, AS WELL. THEMES ARE COMPUTERS AND PERIPHERAL EQUIPMENT, BUSINESS EQUIPMENT AND SYSTEMS, AND HEALTH CARE EQUIPMENT. SUPPORT FROM THE SYDNEY IMC HAS BEEN EXCELLENT, AND WE ARE GRATEFUL FOR IT.

7. RE PARA 7 REFTTEL, USIA HAS INDICATED THAT THE COST OF SENDING INFO-SPEED DEMONSTRATION FOR INCLUSION IN AM-TECH WOULD BE PROHIBITIVE. WE ARE HOPEFUL, HOWEVER, THAT WE CAN INTEGRATE THEMATIC VIDEO TAPE PRESENTATIONS INTO THE EXHIBITION USING VTR EQUIPMENT AVAILABLE THROUGH USIS/ WELLINGTON. A SEPARATE MESSAGE TO COMMERCE AND USIA WILL UNCLASSIFIED

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PAGE 03 WELLIN 00766 01 OF 02 150409Z

TRANSMIT THIS REQUEST.

8. RE PARA 8 REFTTEL, WE NOTE WITH PLEASURE THAT STATE 33031 INCLUDES IN THE FY 79 EVENT SCHEDULE FOR AUSTRAL-ASIA A FOOD PROCESSING AND PACKAGING VTR CATALOG SHOW TO VISIT AUCKLAND IN OCTOBER, 1978. OUR FULL REPLY TO THAT CABLE WILL BE TRANSMITTED WITHIN THE NEXT FEW DAYS.

9. RE PARA 9 REFTTEL, THE COMPUTER JEEP IN SYDNEY HAS BEEN CANCELLED.

10. RE PARA 10 REFTTEL, WITH THE CONVERSION OF THE SYDNEY TRADE CENTER TO AN IMC, THE IDEA OF MINI TRADE MISSIONS TO NEW ZEALAND AS OFFSHOOTS OF EVENTS BEING HELD IN AUSTRALIA HAS LAIN DORMANT. HOWEVER, WE WOULD BE PLEASED TO HAVE SUCH A REPFIND EXERCISE IN AUCKLAND IN MACHINE TOOLS AS AN ADJUNCT TO THE AIEE IN SEPTEMBER, 1978.

11. IN ADDITION TO THESE ACTIVITIES, OUR VISIT USA PROGRAM -- NOT MENTIONED IN REFTTEL -- HAS PROGRESSED AND THE FIRST VISIT USA SEMINARS TO BE HELD IN NEW ZEALAND WILL TAKE PLACE IN AUCKLAND, WELLINGTON AND CHRISTCHURCH THE WEEK

OF FEBRUARY 27. USTS SUPPORT HAS BEEN SUBSTANTIAL, AND WE HAVE FOURTEEN TRAVEL FIRMS CO-SPONSORING THE SEMINARS; APPROXIMATELY 400 PERSONNEL FROM LOCAL TRAVEL AGENCIES HAVE REGISTERED TO ATTEND.

12. AMCONSUL AUCKLAND IS ORGANIZING, IN COOPERATION WITH AMCHAM, PAN AM, EMERY AIR FREIGHT, AND FARRELL LINES, AN INFORMATION BOOTH AT THE NZ EXPORTERS FAIR IN APRIL IN AUCKLAND. THIS BUSINESS INFORMATION CENTER (BIC) WILL PROMOTE THE SERVICES OF THE THREE INDUSTRY CO-SPONSORS,

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UNCLAS SECTION 02 OF 02 WELLINGTON 00766

AND PROVIDE GENERAL INFORMATION ON COMMERCIAL SERVICES AVAILABLE THROUGH THE CONSULATE GENERAL.

13. IN SUMMARY, THEN, OUR COMMERCIAL ACTION PROGRAM FOR THE BALANCE OF FY 78 CONSISTS OF THE VISIT USA SEMINARS, THE AM-TECH '78 EXHIBITION, A MINI TRADE MISSION IN MACHINE TOOLS, A BIC AT THE EXPORTERS FAIR, AND THE PLANNED SUBMISSION OF THREE MARKET BRIEFS. PLANNING FOR THE FY 79 CAP HAS BEGUN, AND WE LOOK FORWARD TO CONSULTATIONS ON THAT PROGRAM WITH OUR COUNTRY MARKETING MANAGER IN DUE COURSE. SELDEN

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